

## CLAIMS

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1. A method of quantifying the value of a constituent population of an entity to the entity comprising:

A. identifying a number of exchange elements which are offered to the constituent population by the entity;

10 B. associating a cost to the entity with each of said exchange elements;

C. summing the exchange element cost to the entity for said constituent population to obtain a total exchange element cost;

D. identifying a number of behaviors of said constituent population;

E. associating a value with each of said behaviors;

15 F. summing the value of the behaviors associated with the constituent population to obtain a total behavior value; and

G. quantifying the value contributed to said entity by said constituent population by subtracting the total exchange element cost from the total behavior value.

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2. The method of claim 1 further comprising:

H. determining an experience of said constituent to at least one of said exchange elements offered by said entity;

25 I. obtaining data relative to said constituent's mindset regarding said experience;

J. constructing at least one value exchange gap based on said data;

K. determining behaviors of said constituent which result from said experience and said mindset data;

30 L. linking particular exchange elements to particular resulting behaviors of said constituent; and

M. adjusting said exchange elements to cause said constituent to exhibit behaviors which are more valuable to the entity than previous behaviors.

3. The method of claim 2 further comprising tracking the value attributed to said adjusted exchange elements over time.

4. A method of modeling behaviors of a constituent associated with an entity comprising:

A. determining an experience of said constituent to an exchange element offered by said entity;

B. obtaining data relative to said constituent's mindset regarding said experience;

C. identifying one or more value exchange gaps based on said data;

D. determining behaviors of said constituent which result from said experience and said mindset data; and

E. linking particular exchange elements to particular resulting behaviors of said constituent.

5. The method of claim 3 further comprising:

F. associating a cost to the entity with each of said exchange elements;

G. summing the exchange element cost to the entity for said constituent to obtain a total exchange element cost;

H. associating a value with each of said behaviors;

I. summing the value of the behaviors associated with said constituent to obtain a total behavior value; and

J. quantifying the value contributed to said entity by said constituent by subtracting the total exchange element cost from the total behavior value.

6. The method of claim 5 further comprising tracking the value attributed to said adjusted exchange elements over time.

5 7. A method of optimizing the value of an entity comprising:

A. identifying a number of exchange elements which are offered to a constituent by the entity;

B. associating a cost to the entity with each of said exchange elements;

10 C. summing the exchange element cost to the entity for said constituent to obtain a total exchange element cost;

D. identifying a number of behaviors of said constituent;

E. associating a value with each of said behaviors;

F. summing the value of the behaviors associated with said constituent to obtain a total behavior value;

15 G. quantifying the value contributed to said entity by said constituent by subtracting the total exchange element cost from the total behavior value;

H. determining an experience of said constituent to at least one of said exchange elements offered by said entity;

20 I. obtaining data relative to said constituent's mindset regarding said experience;

J. identifying one or more value exchange gaps based on said data;

K. determining behaviors of said constituent which result from said experience and said mindset data;

25 L. linking particular exchange elements to particular resulting behaviors of said constituent; and

M. adjusting said exchange elements to cause said constituent to exhibit behaviors which are more valuable to the entity than previous behaviors.

8. The method of claim 7 further comprising tracking the value attributed to said adjusted exchange elements over time.

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